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ADVANCE PRICE LIST

AND

BRIEF DESCRIPTIONS

COKER'S PEDIGREED

COTTON SEED

SPRING 1931

We Announce
AN OUTSTANDING NEW VARIETY
A COTTON WITHOUT A NAME

"Extremely Early, Open Type, Big Boll, 1-1/16" Staple"

We are offering this fall for the first time our new Lightning Express-Cleveland Hybrid cotton. In 1921, G. J. Wilds, our Head Plant Breeder, made a cross of an extremely early, thin foliaged Lightning Express selection of 1 3-16" staple on a large boll'd, heavy yielding Cleveland plant of 15-16" staple. His object was to combine the very best characters of these varieties. After NINE YEARS of careful selection and patient hard work his goal has been achieved. Our New Hybrid has inherited the best qualities of its parents; from the Lightning Express it gets its extreme earliness, open growth and thin foliage. From the Cleveland it inherits a high lint percentage (38 to 40 per cent.), large, round bolls (60 to lb.) and hardiness. From both parents, heavy production, and its staple length of 1 1-16" is between that of Lightning Express and Cleveland. The extreme earliness, quick fruiting, open growth, large round bolls and high lint turnout combine to make this an ideal cotton to plant under practically any conditions and especially in sections of heavy weevil damage. We know of no variety which equals this cotton in the combination of earliness, quick fruitage, open foliage, easy picking, and high grade and high character of lint.

At the time this is printed, we have not found a suitable name for this cotton. A payment of \$100.00 will be made to the first person suggesting a name which we adopt. Unless a better name is submitted before October 15, we will call this cotton "BULL'S EYE." If you send in a reservation for seed of this cotton, please designate it as "Coker's New X Cotton."

Prices: Per bag, 100 lbs., \$15.00; per bushel, 30 lbs., \$5.00. Limit: One bag to each customer, except to contestants in statewide Five-Acre Contests, who may purchase two bags.

COKER'S PEDIGREED CLEVEWILT—STRAIN 1

"A New Wilt Resistant Cleveland Cotton"

For many years our Plant Breeding Department has striven toward the development of a satisfactory Wilt Resistant Cleveland cotton. Last year for the first time, we offered our Cleveland Block 30, a semi-wilt resistant Cleveland cotton. Coker's Pedigreed Clevewilt Strain 1 comes from the same blood line as the Block 30, but it is more wilt resistant and more productive.

Clevewilt Strain 1 makes a staple of 1 1-16" under good conditions, has a high gin turnout of from 37 to 39 per cent. lint, medium sized bolls —68 to 72 to the lb.—and a dwarf sized plant with from two to four basal branches and short fruiting branches. Cotton growers who are unfortunate enough to have wilt infested soils will *now* be able to grow a cotton of maximum yield and quality.*

Prices: Per bag, 100 lbs., \$11.67; 50c per bag discount in ton lots.

PEDIGREED COKER-CLEVELAND FIVE—STRAIN 3

"Our Heaviest Producing Cleveland Five"

Our Pedigreed Coker-Cleveland Five Strain 3 is our newest and best strain of the variety that has won ALL FOUR FIRST PRIZES in the four South Carolina Five Acre Cotton Contests and 21 of the total 30 prizes offered. This Strain makes a staple of 1 1-16", runs 38 to 40 per cent. lint (has produced as high as 44 per cent. in Cleveland County, North Carolina), is very uniform, extremely productive, makes a mediumly large boll, 64 to 66 to the pound, vigorous, and makes a spreading plant with evenly distributed, well spaced fruiting branches.

One hundred and fifty acres of this cotton grown at Shelby, North Carolina, the past year produced one hundred and fifty bales of cotton with an average of 40 per cent. lint in spite of the very adverse season. We have 2000 acres of Cleveland Five Strain 3 growing in Cleveland County, North Carolina, this year. The crop promises 2000 bales. The consistently high production and quality of this new strain under widely varying conditions enables us unhesitatingly to recommend it. It is even better than Cleveland Five Strains 1 and 2, and this is saying enough. Cotton growers who are planting the older strains of our Cleveland Five should secure at least enough seed of this newest strain to grow their own seed for another year. In this way they keep close to our latest breeding developments at a small cost.

Prices: Per bag, 100 lbs., \$9.50; 50c per bag discount in ton lots.

*NOTE: If you have any soil which is badly infested with both wilt and root knot, it should be planted occasionally in a crop not subject to root knot. Corn and Velvet Beans are among the best for this purpose. No cotton will stand up 100 per cent. on land with a maximum infestation of both wilt and root knot.

COKER'S PEDIGREED WILDS—STRAIN 3

"The Best Extra Long Staple Cotton We Have Ever Offered"

Coker's Pedigreed Wilds No. 3. is the best extra long cotton we have ever had to offer. It combines, in a marked degree, high production of seed cotton, high lint per cent (34 per cent.) and length of staple running full 1 3-8"—the lint is strikingly uniform and strong. In our 1928 Long Staple Variety Test it led Wilds No. 1 by 17 1-2 per cent. in lint yield and was classed as 1 16".

\$100.00 For A Name

We will pay \$100.00 for a name for a new hybrid cotton offered by us this year for the first time. This cotton is described on the reverse side. Anyone may submit a name. There are no rules except that the names must be received not later than October 15th, 1930. If a more suitable name is not received, we reserve the right to name this variety "BULL'S EYE" without payment of prize. Our selection will be final.

We are offering this \$100.00 in an effort to secure the best possible name for this wonderful cotton and everybody is invited to submit their suggestion.

Coker's Pedigreed Seed Co.

HARTSVILLE, S. C.

(Over)

EFFECT OF GROWING CONDITIONS ON CHARACTER OF COTTON

The length, percentage of lint and boll size of every variety of cotton will vary under varying conditions of soil fertility and rainfall. Our descriptions are based on the actual records that our cottons have produced in our tests and our cottons will show the same characters elsewhere under the same conditions. If the grower and Mother Nature provide better conditions than obtained on our farms during the critical period of boll formation he will produce longer staple. POOR CONDITIONS however, will result in a shorter staple.

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COKER'S NEW "X" COTTON

1. Is extremely early and fruits more quickly than any other cotton that we know of.
2. Has big, round bolls, weighing 60 to pound.
3. Makes a staple of 1 1-16" and gin turnout of 38 to 40 per cent.
4. Has small leaves and extremely open foliage.
5. Makes a very high grade and character of lint.
6. Is one of the easiest cottons to pick we have ever bred.

This variety is the result of a Lightning Express-Cleveland cross made in 1921, and it inherits the best qualities of both parents; from the Lightning Express it gets extreme earliness, quick fruiting and open type growth; from the Cleveland —its high lint turnout, large round bolls and its hardiness. From both parents it obtains its heavy production and the staple length of 1 1-16" is between that of the Cleveland and Lightning Express. Offered this year for the first time.

Coker's Pedigreed Seed Co.

HARTSVILLE, S. C.

(Over)

enough seed of this newest strain to grow their own seed for another year. In this way they keep close to our latest breeding developments at a small cost.

Prices: Per bag, 100 lbs., \$9.50; 50c per bag discount in ton lots.

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Coker's Pedigreed Wilds No. 3, is the best extra long cotton we have ever had to offer. It combines, in a marked degree, high production of seed cotton, high lint per cent (34 per cent.) and length of staple running full 1 3-8"—the lint is strikingly uniform and strong. In our 1928 Long Staple Variety Test it led Wilds No. 1 by 17 1-2 per cent. in lint yield and was classed as 1-16" longer. In the same test it led Wilds No. 2 over 6 1-2 per cent. in lint yield and stapled the same. Some of our fields of Wilds No. 3 produced over a bale per acre last year (1929) in spite of 72 inches of rain.

Prices: Per bag, 100 lbs., \$11.67; 50c per bag discount in ton lots.

COKER'S PEDIGREED DELTATYPE WEBBER—STRAIN 9

"Our Earliest and Most Productive Deltatype"

Our Deltatype Webbers are the most highly bred long staple cottons in the South. All strains are good, but each new strain bred and introduced by us has been superior to previous strains in money value per acre. Deltatype Strain 9 is the earliest and most productive strain we have yet offered.

Our Pedigreed Deltatype Webber Strain 9 makes a strong characterized staple of 1 1-4" to 1 3-8" varying with weather conditions, it is early, has large bolls (58 to 60 to lb.), has a high lint per cent. (33 to 34 per cent.) and has the best picking qualities of any of the Deltatypes.

Prices: Per bag, 100 lbs., \$9.50; 50c per bag discount in ton lots.

PEDIGREED COKER-FOSTER STRAIN 6

"Our Earliest, Thinnest Foliaged, Most Productive Foster."

Pedigreed Coker-Foster Strain 6, due to its thin foliage, extreme earliness and dwarf habit of growth can be left very thick in drill. It is one of the safest cottons to grow under any conditions and is ideal to plant in sections of heavy weevil damage. No cotton is better for growing on fertile soils that are inclined to produce too much weed. The staple is full 1 1-8" to full 1 3-16" and is of excellent uniformity, strength and character and the gin turnout is high, running from 35 to 36 per cent. Fourteen hundred pounds of seed cotton will usually gin out a 500 pound bale.

Prices: Per bag, 100 lbs., \$8.33; 50c per bag discount in ton lots.

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OUR STANDARD STRAINS OF THE SOUTH'S MOST PRODUCTIVE VARIETIES

PEDIGREED COKER-CLEVELAND FIVE—STRAIN 2

A heavy yielding inch and one thirty-second cotton—more productive and higher lint per cent. than parent, Cleveland Five Strain 1—(but 1-32" shorter in staple)—the winner of ALL FOUR FIRST PRIZES in the four annual South Carolina State Five-acre Cotton Contests.

PRICES: Per bag, 100 lbs., \$6.50; 50c per bag discount in ton lots.

PEDIGREED COKER-CLEVELAND 884—STRAIN 2

An early, open growing, heavy yielding Cleveland. Staple length 1 1-16" full. Rapidly becoming North Carolina's most popular variety.

PRICES: Per bag, 100 lbs., \$6.50; 50c per bag discount in ton lots.

COKER'S PEDIGREED SUPER-SEVEN—STRAIN 5

Our earliest, most productive wilt resistant Super-Seven Strain. Makes a high grade, hard bodied smooth 1 1-16" to 1 1-8" staple.

PRICES: Per bag, 100 lbs., \$6.50; 50c per bag discount in ton lots.

COKER'S PEDIGREED WILDS—STRAIN 2

A heavy yielding, strong fibered, extra long, staple cotton. Very drought resistant, large bollied, high lint turnout. Staple length up to 1 3-8". Led all long staples in yield and money value Pee Dee Experiment Station 1929.

PRICES: Per bag, 100 lbs., \$8.33; 50c per bag discount in ton lots.

COKER'S PEDIGREED DELTATYPE WEBBER—STRAIN 8

A highly pedigreed, uniform, hardy Strain of Deltatype. Earlier and more productive than previous strains. Staple length 1 1-4" to 1 3-8".

PRICES: Per bag, 100 lbs., \$7.50; 50c per bag discount in ton lots.

PEDIGREED COKER-FOSTER—STRAIN 4

An extremely early, open type, thin foliaged Foster. Staple length 1 3-16" to 1 1-4". Good lint turnout.

PRICES: Per bag, 100 lbs., \$6.17; 50c per bag discount in ton lots.

COKER'S PEDIGREED LIGHTNING EXPRESS—STRAIN 7

The earliest maturing long staple cotton known. Surpasses previous strains in average production and percentage of lint. Staple 1 3-16" to 1 1-4". Wilt Resistant.

PRICES: Per bag, 100 lbs., \$6.17; 50c per bag discount in ton lots.

MAKE RESERVATIONS NOW

The above prices are guaranteed against decline, with freight equalized from Hartsville, South Carolina and from Memphis, Tenn. Only limited quantities of new strains and varieties available.

COKER'S PEDIGREED SEED CO.

DAVID R. COKER, President
HARTSVILLE, S. C.